

Smart Media Group - Alexandria  
814 King St  
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC  
Submission Number 387 Issue 3



**WSPA-TV**

250 International Dr.  
Spartanburg SC 29303-6698  
(864) 576-7777 FAX (864) 587-4480

Copy

<b>Client:</b> Pat McCrory /R/ Governor/ NC	<b>Submission Cost:</b> 20370	<b>Campaign Ref:</b> E:120703008
<b>Buyer:</b> NC	<b>Client/Product/Estimate:</b> MCCRO /ORDR /C29N06	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06217721
<b>Est./PO Number:</b> 06217721	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
		<b>Business Category:</b> Transactional

<b>Product:</b> McCrory 4 NC Gov	<b>Booking Group:</b> WSPA	<b>20370</b>
<b>Demographic:</b> (L) Household	<b>Order:</b>	<b>Key Market:</b> Greenville Spartanburg Asheville

Ref	Sales Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
1	M-F 3p ET / 2p CT Let's Make A Deal F	150	30 Comme	Nbr of Spots 1		1	150
2	M-F 4-5p Judge Judy F	225	30 Comme	Nbr of Spots 1		1	225
3	M-F 1135p ET / 1035p CT Late Show M	170	30 Comme	Nbr of Spots 1	1	2	340
4	M-F 3p ET / 2p CT Let's Make A Deal M	150	30 Comme	Nbr of Spots 1	1	2	300
5	M-F 4-5p Judge Judy M	225	30 Comme	Nbr of Spots 1	1	2	450
6	M-F 9a Dr Phil M	150	30 Comme	Nbr of Spots 1		1	150
8	Sat 8-9p S	400	30 Comme	Nbr of Spots 1		1	400
10	M-F 1135p ET / 1035p CT Late Show	170	30	Nbr of Spots 1		1	170
<b>Weekly Totals: Total Spots(Ord Spots)</b>				47	11	58	

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11	M-F 3p ET / 2p CT Let's Make A Deal T....	150	30 Comme	1		1	150
12	M-F 4-5p Judge Judy ...T...	225	30 Comme	1		1	225
13	Tue 10p ET / 9p CT Vegas .T....	1200	30 Comme	1		1	1200
14	M-F 1135p ET / 1035p CT Late Show T....	170	30 Comme	1		1	170
15	M-F 3p ET / 2p CT Let's Make A Deal T....	150	30 Comme	1		1	150
16	M-F 4-5p Judge Judy T....	225	30 Comme	1		1	225
17	M-F 3p ET / 2p CT Let's Make A Deal ..W....	150	30 Comme	1		1	150
18	M-F 4-5p Judge Judy ..W....	225	30 Comme	1		1	225
19	M-F 9a Dr Phil ..W....	150	30 Comme	1		1	150
21	Fri 10p ET / 9p CT Blue Bloods ...F..	1200	30 Comme	1		1	1200
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Ref	Sale Product Details	Rate	Spot Type	Nbr of Spots	10/29	11/05	Total	Cost
22	M-F 1135p ET / 1035p CT Late Show ...F..	170	30 Comme	Nbr of Spots	1		1	170
23	M-F 530a News ...F..	140	30 Comme	Nbr of Spots	1		1	140
24	M-F 6a News ...F..	250	30 Comme	Nbr of Spots	1		1	250
25	M-F 7a CBS This Morning ..F..	200	30 Comme	Nbr of Spots	1		1	200
26	M-F 9a Dr Phil ...F..	150	30 Comme	Nbr of Spots	1		1	150
27	Fri 9p ET / 8p CT Made In Jersey ...F..	900	30 Comme	Nbr of Spots	1		1	900
28	M-F 530a News M....	140	30 Comme	Nbr of Spots	1	1	2	280
29	M-F 6a News M....	250	30 Comme	Nbr of Spots	1	1	2	500
30	M-F 7a CBS This Morning M....	200	30 Comme	Nbr of Spots	1	1	2	400
31	M-F 9a Dr Phil M....	150	30 Comme	Nbr of Spots		1	1	150
33	Sat 8p ET / 7p CT CBS College Football	1000	30	Nbr of Spots	1		1	1000
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Ref	Salee Product Details	Rate	Spot Type	10/29	11/05	Total	Cost
34	Sat 8p ET / 7p CT CBS College Football ....S.	1000	30 Comme	1		1	1000
35	Sun 1030a ET / 930a CT Face The Nation .....S	275	30 Comme	1		1	275
36	Sun 9a ET / 8a CT CBS Sunday Morning News ....S	275	30 Comme	1		1	275
37	M-F 530a News ...T...	140	30 Comme	1		1	140
38	M-F 6a News ...T...	250	30 Comme	1		1	250
39	M-F 7a CBS This Morning ..T...	200	30 Comme	1		1	200
40	M-F 9a Dr Phil ...T...	150	30 Comme	1		1	150
41	M-F 530a News ..T...	140	30 Comme	1		1	140
42	M-F 6a News ..T....	250	30 Comme	1		1	250
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Ref	Saloe Product Details	Rate	Spot Type	Nbr of Spots	10/29	11/05	Total	Cost
43	M-F 7a CBS This Morning T....	200	30 Comme	Nbr of Spots	1	1	2	400
44	Tue 8p ET / 7p CT NCIS T....	2500	30 Comme	Nbr of Spots	1		1	2500
45	M-F 9a Dr Phil T....	150	30 Comme	Nbr of Spots	1	1	2	300
46	Tue 9p ET / 8p CT NCIS Los Angeles T....	1900	30 Comme	Nbr of Spots	1		1	1900
47	Wed 10p ET / 9p CT CSI ...W...	1200	30 Comme	Nbr of Spots	1		1	1200
48	M-F 1135p ET / 1035p CT Late Show ...W...	170	30 Comme	Nbr of Spots	1		1	170
49	M-F 530a News ...W...	140	30 Comme	Nbr of Spots	1		1	140
50	M-F 6a News ...W...	250	30 Comme	Nbr of Spots	1		1	250
51	M-F 7a CBS This Morning ...W...	200	30 Comme	Nbr of Spots	1		1	200
52	Sat 1135p Panthers Huddle ...S...	70	30 Comme	Nbr of Spots	1		1	70
<b>Weekly Totals: Total Spots(Ord Spots)</b>					47	11	58	

Grand Totals			
		Month 11 Weeks: 4	
Totals		10/29	11/05
Spots	58		11
Cost	20370	47	2025
		18345	

Grand Totals:

Spots:	58
Gross Total:	20,370.00
Commission:	3,055.50
Net Total:	17,314.50